

Purrfectly Yappy

WHERE CARING PET OWNERS LOVE TO SHOP



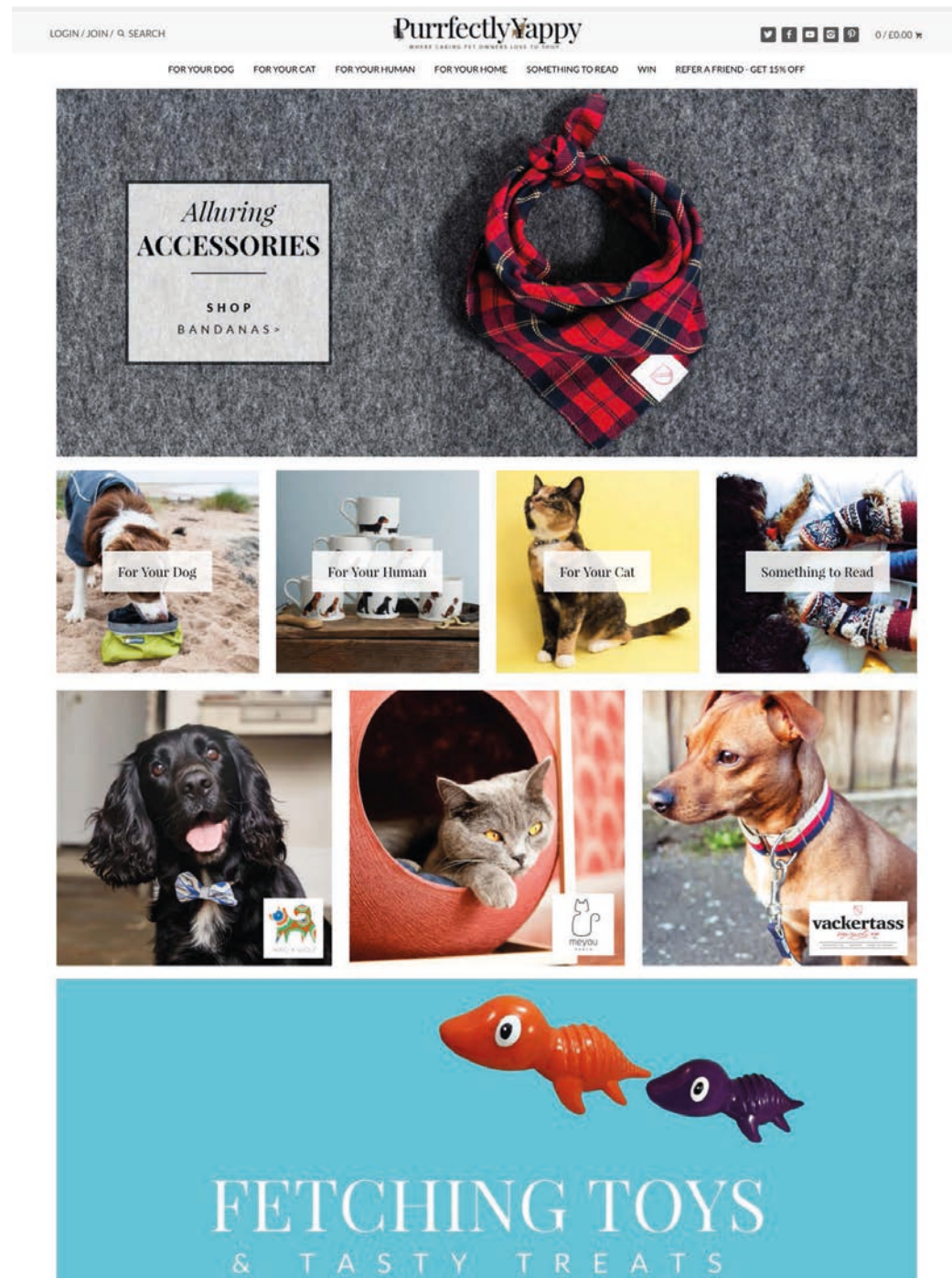
- Invest in something great -

ABOUT

PurrfectlyYappy is an online marketplace that allows pet lovers to find everything they need to make the most of life with their pet (food, accessories, services and information).

Their research indicates **91% of pet owners give their pets as much or more care than their children** and the proposition is designed to provide these pet lovers with the widest possible range of products.

The co-founders include the owners of Dogs Today magazine and Dogs Monthly magazine.



Meet the team!

GRAHAM SMITH



**Co-founder of
PurrfectlyYappy**

**Chief Operating
Officer Pet Subjects**

**Ex Managing Director
of Reed Elsevier PLC
(27 years marketing
experience)**

BEVERLEY CUDDY



**Co-founder of
PurrfectlyYappy**

**Managing Director
of Pet Subjects**

**(25 year publishing
experience
including *Dogs
Today* and *Dogs
Monthly* magazines)**

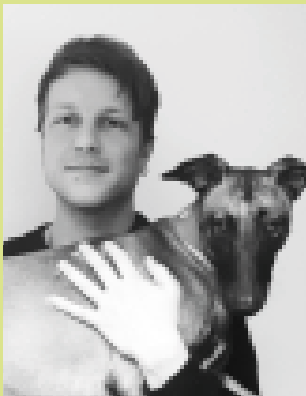
CERI SPRINGSGUTH



Finance Director

**A Chartered
Accountant with
29 years of post
qualification
experience, most
of which spent in
senior management
positions across a
variety of industries
and sizes of
businesses**

SAM GOSHERON



Operations Director

**10 years E-Commerce
& Email Marketing
experience within
B2C retail roles**

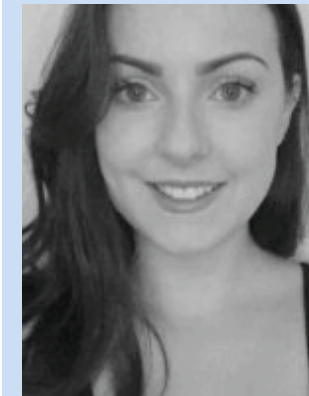
JESS BARRATT



Marketing Executive

**Previous experience
in corporate channel
sales and marketing,
who joined the team
in 2016**

NICOLE STACEY



**Social Media
Executive**

**Joined the team
on our intern to
perm program in
November 2016**

THE IDEA

The PurrfectlyYappy's mission is to help pet lovers find everything they need to truly enjoy every moment with their furry friends.

We're doing that by creating an online platform that allows small manufacturers and local service providers, as well as established national and international brands to sell directly to customers.

We're basically "Not On The High Street" for the pet world.

91% of customers give their pet the same care they do their children or more. By **taking out the middleman and not being restricted by physical shops or warehouse space**, PurrfectlyYappy aims to enable these customers to shop from the broadest range of products to find the one that's right for them, whilst **helping suppliers reach more customers more profitably.**

HOW DOES PURRFECTLY YAPPY WORK?

"It's like Etsy or Not On The High Street but for pets and offering both products and services"

- 1 **Direct own products are sold on the site:** Top selling products are stocked for direct resale
- 2 **Drop shipment:** Vast offering of pet-related products are stocked for shipment from wholesalers
- 3 **Suppliers sign up and are approved to trade on PurrfectlyYappy:** Suppliers then agree to meet our customer commitments (e.g. delivery times and returns policy)
- 4 **PurrfectlyYappy selects and curates products on offer from each supplier to create a unique online offer:** The commercial team selects products to meet the needs of customers and helps suppliers to create exciting online offers by optimising their product descriptions, imagery and on-site presentation
- 5 **Customers shop:** People browse over 8,000 products, check product and seller reviews and then checkout and order as they would from any other online retailer
- 6 **Suppliers receive their orders:** Once a customer has placed their order, it is immediately sent to the supplier, who takes payment and dispatches the items (normally within 48 hours and often sooner)
- 7 **Customer service team tracks orders:** The PurrfectlyYappy team works with suppliers and customers to ensure that deliveries arrive on time and that customer expectations are met every step of the way



Infinite warehouse space

- money in the bank not in stock -

HOW DOES PURRFECTLYYAPPY MAKE MONEY?

When a customer buys something, the **supplier takes between 50% to 70% depending which sales tier they have committed to** while **PurrrfectlyYappy takes between 30% to 50% in commissions plus a one-off setup fee of £249**

	<div>PY</div> <div>BRONZE TIER</div> <div>30% Commission</div>	<div>PY</div> <div>SILVER TIER</div> <div>35% Commission</div>	<div>PY</div> <div>GOLD TIER</div> <div>40% Commission</div>	<div>PY</div> <div>PLATINUM TIER</div> <div>50% Commission</div>
Customer service & support	✓	✓	✓	✓
£249 onboarding fee waived	✗	✓	✓	✓
Social media share/advertising	✗	✓	✓	✓
Included in our email marketing	✗	✓	✓	✓
We cover shipping & handling costs	✗	✓	✓	✓
Homepage features	✗	✗	✓	✓
Discounted competition offers	✗	✗	✓	✓
Discounted print advertising	✗	✗	✓	✓
Blog posts & Product Reviews	✗	✗	✓	✓
Products stocked & processed by us*	✗	✗	✗	✓

* sale or return only

LOG IN / JOIN / Q. SEARCH

PurrrfectlyYappy


0 / £0.00

FOR YOUR DOGFOR YOUR CATFOR YOUR HUMANFOR YOUR HOME

SOMETHING TO READWINREFER A FRIEND - GET 15% OFF

Back to: Dog CollarsPrevious / Next

Free UK Delivery on Orders Over £75 (Excludes food orders)



Edition 12

Edition 12 Luxury Leather Dog Collar in Green

£36.00


Share: f t p s i

Size: Small Medium

Color: Green

Quantity: 1 Buy now

Add Accessories



Edition 12 Luxury Leather Dog Lead in Green

£42.00

Anchored by a deep appreciation for design, function and superior style, this dog collar is the finest choice for your canine companion. Expertly crafted from British saddle leather and minimally finished with powder-coated hardware, this timeless piece is built to get better with each wear.

- Handmade in England
- Neck Measurement: (Small) 28cm-32cm OR (Medium) 34-40cm
- Width of band: (Small) 12mm (Medium) 16mm
- Powder-coated buckle and 'dee' rings
- Dual stud embellished leather strap
- Designer Stamp
- Premium vegetable tanned saddle leather

Want the whole look? We have the matching lead too.

About the leather:

Our collars age gently overtime, colours naturally change and each piece develops a unique character. With all dyed and painted products there is a small risk of pigment rubbing off. Each of our pieces is treated with a 'leather waterproofing' balm, to help prevent this.

Why powder coating?

Usually reserved for the automotive industry, this technique of coating metal comes with many benefits. Powder means no solvent wastage - simply more environmentally friendly. It's incredibly durable (handy for dogs!), economically efficient and the range of colours and finishes are complimentary to the design.

About the brand:

Launched in 2016, Edition 12 is a premium dog accessory collection created by Harriet Goodings. A background in fashion design has paved the way for a pet wear brand inspired by luxury finishes and minimal details.

Each collar and leash is hand cut, stamped and painted in her Norwich based studio. Made with long lasting vegetable tanned saddle leather

WHAT PROBLEM DOES PURRFECTLYYAPPY SOLVE?

- 1** **People have gone from being a nation of pet owners to being a nation of pet parents:** Our research suggests that Pet Parents spend approximately **£917+ per pet per year** and almost **91% give their pets at least the same care they give their children or more.**
- 2** **We find that pet parents struggle to find one place to shop that meets all of their needs:** Grocers and Pets At Home dominate the pet market with (56% and 12% shares respectively) but shop space constraints limit the range mid to premium accessories they can carry.
- 3** **People like to shop online:** Online sales have gained share of the UK pet market at a rate of approximately 1% per annum from 2009 to 2016, reaching 16% in 2016. This is lower than other retail categories such as clothing and footwear (21%) suggesting **significant headroom for online growth.**
- 4** **It's hard for small UK pet care businesses to reach new customers:** Given the current market structure new brands need to either get stocked in the Grocers/Pets At Home or in each of the numerous independents. Both of which present different but equally challenging obstacles for a small start-up business.

are you a pet parent too?

WHAT BENEFITS DOES PURRFECTLYYAPPY OFFER ITS CUSTOMERS?

CUSTOMERS RECEIVE: A MID-PREMIUM DEPARTMENT STORE PROPOSITION FOR THEIR PETS

We aim to offer the widest range of food and accessories from around the world available from UK or international manufacturers, meeting our customers' requirements for a wide range with great quality, at great value, and always conveniently available.

Subscription services, so you never forget, allowing customers to order food or medicines once and then receive regular deliveries, with the option to change the date of the next delivery if they need to.

Magazine for everything in between providing pet health and wellbeing information as well as lifestyle and entertainment pieces.

Services from around the corner with rated local services such as dog walking, grooming and home from home stays.

A Dalmatian dog with black spots on a white coat is shown from the side, leaning over a silver metal bowl filled with dry dog food. The dog is wearing a red leather collar with silver studs. The background is a plain, light gray surface.

One of many reasons
- Food and treat subscription service -

OUR VISION AND NEED FOR FUNDING

We aim to have **225k customers by July 2020 and to deliver £2.3m EBITDA in the year to July 2020.**

By 2020 we aim to be the shopping destination of choice for all pet parents in the UK and to have made significant progress in at least 4 major international markets.

As a marketplace **the platform scales easily** and so **we are seeking to raise £475k to cover working capital and increase marketing to grow the business as well as smaller technology developments. This will be the first step in building a loyal customer base of 145k by Jul 2018** and enable us to demonstrate a trading track record before accessing further capital to scale the business in mid 2018 at a meaningfully higher valuation.

- **Cover working capital**
- **Cover design costs**
- **Cover marketing costs**
- **Invest in CRM technology**
- **Cover technical support costs**
- **Cover listing costs**
- **Boost our profile and expand our online customer base**

we aim to be the shopping destination for pet parents

SHOP
BANDANAS >



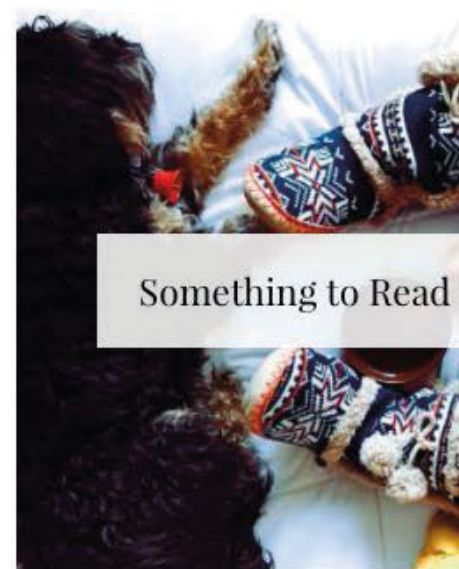
For Your Dog



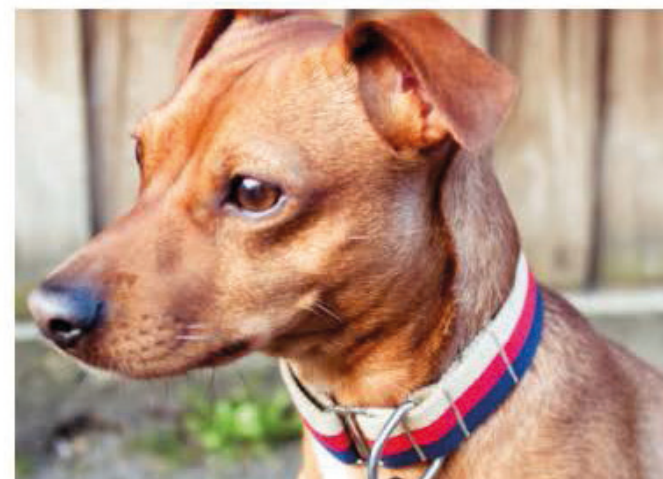
For Your Human



For Your Cat



Something to Read



THE MARKET - WHAT ARE THE KEY TRENDS?

"PurrfectlyYappy enables small to medium pet suppliers to compete on a level playing field with the big suppliers.

It also gives customers an **unparalleled choice of mid-premium products from around the world, easily and conveniently accessible in a one stop shop.**

Current industry estimates of online growth make **the UK online pets market worth £470m by 2018 with potential to reach £610m and over 12 times that opportunity globally.** It's another huge and relatively untapped online retail opportunity with a talented and highly motivated team making it happen"



the gap is mid-premium range



GRAHAM SMITH -

- Co-founder of PurrfectlyYappy,
- Chief Operating Officer Pet Subjects
- Ex Managing Director of Reed Elsevier PLC (27 years marketing experience)

"It's been clear for a while that people were increasingly taking the same care of their pets as they were their children. Despite these clear changes in consumers' lifestyles and their passion for their pets, there was a real lack of online choice for customers in the pet category and nowhere provided everything.

We set out to change that. We have an outstanding team in place and I firmly believe that PurrfectlyYappy offers customers that choice and is set to thoroughly disrupt the online pet care market."



BEVERLEY CUDDY -

- Co-founder of PurrfectlyYappy,
- Managing Director of Pet Subjects
- (25 year publishing experience including Dogs Today and Dogs Monthly magazines)

Trend 1: People want to shop online. Our research has found that online has been the fastest growing pet care sector growing at (23% per year between 2008 and 2016) whilst offline grew at 0.75% in the same period.

Trend 2: People are becoming pet parents rather than pet owners. People are spending an increasing portion of their disposable income on their pets, for example, our research shows nutritional foods and treats are growing at 10-12 times the rate of standard food products.

Trend 3: Existing players are not meeting the needs of pet parents at scale. There is intense competition in the value sector of the market but after our competitor review we found that no one is offering a "department store proposition for all animals" with a full range of food, medicines, accessories and services for mid to premium customers.

Trend 4: Consumers like marketplace models. Consumers are increasingly comfortable with marketplace business models as a way of discovering the widest possible range of products combined with highly relevant information from industry and product experts.

A close-up, soft-focus photograph of a French Bulldog puppy lying on its side on a wooden floor. The puppy has large, upright ears and a wrinkled face. The text "An opportunity" is written in a white, bold, serif font, and "- Worth taking -" is written in a white, cursive script font below it. The background is blurred, showing more of the puppy and the floor.

An opportunity
- Worth taking -

ACHIEVEMENTS

The UK pet care sector is estimated to be worth £6.7b by 2017, with pet care products making up £3.5b of that.

We **aim to capture 0.72%** of the pet care products market by Jul 2019 to hit our targets, and we believe that the **PurrfectlyYappy proposition is highly relevant to the majority of pet parents** (we estimate this to be 15-20% of pet owners - based on the % that take out pet insurance).

PRESS

We're delighted that the customer issues that PurrfectlyYappy was set up to address have resonated strongly with the national press:

Express
Daily Mail
Daily Star
Pet Gazette

Why start from the bottom?

Having soft launched at the end of January with a small marketing budget to prove out the business KPIs before our fundraising round, **PurrfectlyYappy now has over 47 brands offering over 8,000 SKUs.**

We're **aiming to reach over 15,000 SKUs by end Q3** and to have the **largest range of any UK retailer by Christmas 2017.**

Our community has grown equally fast with over 61,000 joining us via Facebook.

Most importantly, **the platform we've developed is scalable** and can be extended to other geographies as we grow.

225,000 customer base

we aim to grow our customer base from 92,000 to 225,000 over the next two years

HOW DO WE FIND OUR SUPPLIERS?

TRADE SHOWS

We attend national and international trade and public shows to identify and source new suppliers and great new products for our customers.

APPLICATIONS

Since our launch, suppliers have seen the value of trading on PurrfectlyYappy and approach us weekly requesting that we stock their products

PROCUREMENT

The PurrfectlyYappy team always has one eye on fashion, we seek out artisan suppliers through Etsy, Pinterest and social media to keep our online offering unique, personal and highly fashionable. When working with such suppliers we obtain samples to ensure the product is of a high standard.

WORD OF MOUTH

"If you like that you'll love.." This is a phrase we hear a lot in the PurrfectlyYappy offices. We're deeply rooted in the pet industry circle and we're always talking and sharing the brands we've newly discovered and those who are shaking things up for the good of our pets.

A photograph of two dogs, a black and white Border Collie and a brown dog, running on a wooden bridge. The brown dog is holding a large green and yellow rope toy in its mouth. The text "Have you heard of a company called..." is overlaid in a white, cursive font.

*"Have you heard of
a company called..."*



Not just products
- local services too -

HOW DO WE FIND OUR CUSTOMERS?

DIGITAL MARKETING:

We use a range of digital marketing channels (e.g. PPC, Affiliates, SEO etc) to build our core customer base.

SOCIAL:

Seven months after we launched we have a fanbase of over 92,000 Facebook followers, that's larger than our four-year-old competitor in the marketplace. We will continue to expand this community (as well as other social channels) and share news, promotions and special offers with them to continually expand our customer base.

REFER A FRIEND:

We have launched a refer a friend program to enable existing customers to benefit from sharing PurrfectlyYappy with their friends. We continue to test offers and messaging to refine propositions that works best for us in the pet care market. This allows our existing customers share in the benefits and get better prices as we grow.

WORKING WITH SERVICE PROVIDERS

We are building a network of relationships with service providers (dog walkers, dog groomers, photographers etc) to help them reach new customers and to share the benefits of promoting PurrfectlyYappy to their customers.

OTHER CHANNELS:

We will also trial a number of other channels such as: trade shows, regional fairs, partnering with charities and breed associations to share the benefits of PurrfectlyYappy with them and their networks.

WHO IS THE COMPETITION AND WHY ARE WE DIFFERENT?

Although there are a number of businesses selling online including the Grocers, Pets At Home, Pets Pyjamas and Ocado's Fetch, we believe we are on track to offer our customers a wider selection of products, for a wider range of animals, across a wider range of categories (food, medicines and accessories).

WE AIM TO OFFER OUR CUSTOMERS:

- 1** **The widest range of food and accessories from around the world** available from UK or international manufacturers, meeting our customers' requirements for a wide range with great quality, at great value, and always conveniently available.
- 2** **Services from around the corner:** rated local services such as dog walking; grooming and home from home stays.
- 3** **Magazine for everything in between:** providing pet health and wellbeing information as well as lifestyle and entertainment pieces.
- 4** **Subscription services, so you never forget** allowing customers to order food once and then receive regular deliveries, with the option to change the date of the next delivery if they need to.

- PurrfectlyYappy -

larger range

local businesses

supportive magazine

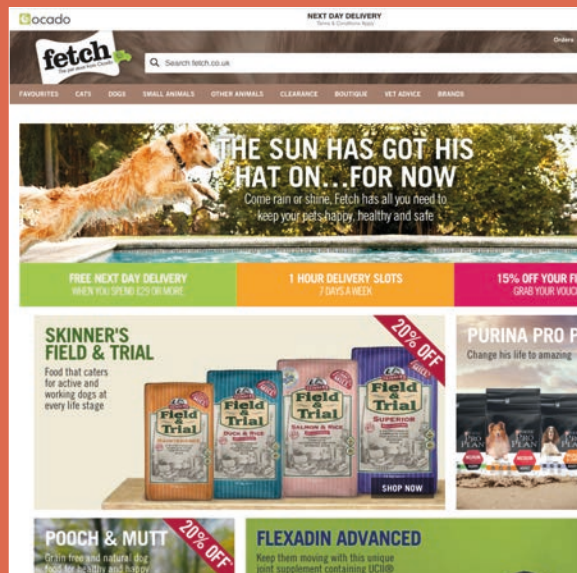
subscription pet food

- Our Rivals -



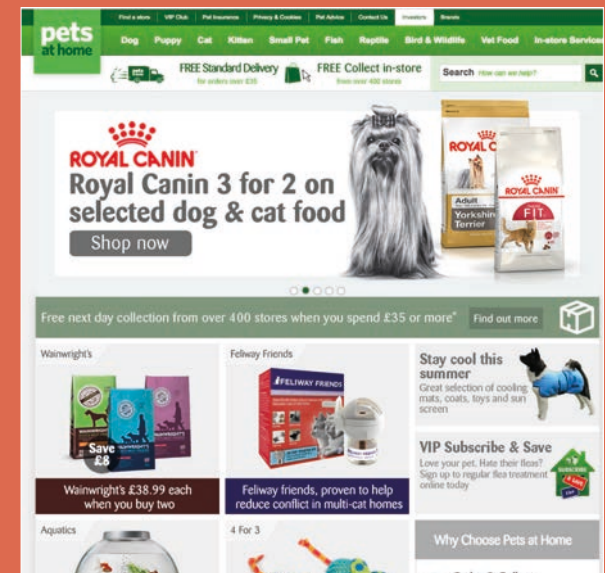
Pets Pyjamas online store

Stylish products and delivery but lacking in their artisan range and do not offer subscription food service. Recently they have moved away from pet products and towards pet holidays.



fetch online store (Ocado)

Very price competitive, focuses on pet food as well as low to medium end pet products as opposed to fashionable medium-premium end products.



Pets at Home online store

Centered around offering the cheapest prices for low and medium range pet products.

THE FINANCIALS Q&A:

1

CASH: EXISTING CASH, CASH BURN RATE, OPERATIONAL CASHFLOW. WHEN WILL YOU NEED TO RAISE THE NEXT ROUND?

- Cash is currently at a low level and **operating cash flow is expected to be negative given the need to build and maintain the platform whilst building the customer base.**
- **Cash burn rate until end Oct 2017 is intended to be between £20k and £60k/month** (with between £15k-£40k/month to scale marketing efforts with the remainder covering platform and operational expenses).
- **We plan to become cash flow positive in January 2018 onwards.** Therefore we envisage a further financing round of £1m will be required and we plan to raise this mid 2018.
- As part of this first fundraising round **we have spoken to a number of institutions and High Net Worth individuals who have expressed interest in investing in the business at a Series A round.** We therefore believe we are well positioned to raise further equity in 2018.



- No dogs controlling cash -

Q&A CONTINUED:

2

SALES: KEY SALES DRIVERS, JUSTIFICATION BEHIND GROWTH RATES

- Our **Revenue comes from sales of general merchandise, subscription treats sales and subscription food sales.** For each item sold on PurrfectlyYappy the **supplier receives between 50% to 75% depending which sales tier they commit to and PurrfectlyYappy receives, on average, commissions between 25% to 50% of the customer's payment** which is our revenue (sales commission) we believe this ratio will continue at these high levels through the forecast period. **We have estimated the average basket to be ~£28 over the forecast period** (which we believe to be conservative relative to the average basket since launch which is £42).
- **Growth comes from attracting new customers. To do this we anticipate deploying a full range of digital marketing channels (PPC, SEO, Affiliate etc.).** Expected visitor numbers are based on existing business trends, industry knowledge and external guidance on the likely traffic by channel for our marketing spend. In addition we are looking at a number of **commercial partnerships to engage customers through less traditional channels at lower cost** (creating upside profit potential for the business). **We believe that new customer conversion will grow from our current base of 2.1% to 3.6% by end 2017.** Current average industry rate is between 1.3%-1.4% so we are already ahead of the industry.
- **We expect repeat customers to grow from 32% of new customers to 50% of new customers by end 2017** in line with other online marketplace experiences **(and go from shopping twice a year to four times a year).** This will be driven through **improvements in CRM such as segmentation and loyalty programs** as well as the development of relevant, **targeted magazine content to continually re-engage customers.**
- **We believe subscriptions GMV shall make up 43% of sales** (coming from 16-31% of the overall customer base), but a far smaller share of our sales commission due to the lower margin on food and treat products. **Given the competitive nature of the food market we have expect lower conservative conversion rates of 0.68%** and will drive these through standard subscription based promotional mechanics.

A white dog, possibly a Weimaraner, is captured in mid-stride, running towards the camera on a dirt path. The dog is wearing a teal-colored harness. Its mouth is open, showing its teeth and tongue, giving it a happy or excited expression. The background is a lush green field with tall grass and some wildflowers, slightly out of focus. The overall scene is bright and sunny.

- Growing big & strong -

Q&A CONTINUED:

3

EXPENSES: OVERHEADS - ARE THE PROJECTED LEVELS JUSTIFIED BASED ON THE SCALE OF YOUR FUTURE OPERATIONS?

- The principle cost is Marketing, which is forecast to be **47% of total overhead spend for the year ended June 2018, rising to 91% for the year July 2018 to June 2019.** In parallel with the rising costs we aim to drive improved efficiency lowering the CPAs (Cost Per Customer Acquired) to **£15 by the fourth year of the forecast.**
- The team size (currently 4.5 FTEs) will be kept tight through the forecast period with headcount increases in line with the scaling business and we aim to drop the staff costs to **23% of total costs in year 4 for the 12 months forecast to June 2020.**
- We expect general and admin cost will remain a small part of the overall budget and relate to office costs, legal fees and similar.



- Perfect balance -

Q&A CONTINUED:

4

PROFITABILITY: PLEASE COMMENT ON YOUR GROSS AND OPERATING/EBITDA MARGINS

- We plan to **achieve profitability in Feb 2018** and believe that **commission margins will continue to average 24%** during that time period. Different categories carry different margins but due to reduction in other costs for suppliers we believe an average commission margin of 23% to be sustainable in the medium term.
- Achieving a **EBITDA margin of ~10% versus sales remains a long term goal**. It won't be reached by year 4 of the forecast (projected to reach 9%) but remains a long term goal through improved CRM, customer acquisition efficiencies and international scale.
- **Profitability is driven by two factors:**
 - 1) The cost of acquiring new customers**
 - 2) The rate at which existing customers return to shop with us.** We believe our assumptions to be prudent, on the first assuming that by end 2017 customer acquisition costs reduce to levels broadly comparable with those we've seen in our best channels today and on the second modelling repeat customer purchases on a similar vertical marketplace specialist.



- Thinking it through -

Q&A CONTINUED:

5

EXISTING DEBT AND EQUITY INVESTMENT: PLEASE OUTLINE THE BACKGROUND TO ANY EXISTING DEBT OR EQUITY FINANCE ON THE COMPANY BALANCE SHEET

- The **co-founders have made an initial equity investment of £150k in the form of interest free directors loans** and plan another £60k loan.
- The co-Founders have committed that the **interest free directors loans will not be repaid until year ended 2021 or upon exit**



- Laying out the info -

THE EXIT STRATEGY

Our vision is to grow an enduring, profitable business that remains true to our mission of connecting pet loving customers with great brands and products. **We aim to list publically in 4-5 years but would also potentially consider a trade sale.**

At that point, as an online marketplace business, **we would expect to receive the benefits of being a platform business (small capital asset base with high returns to scale) and the valuation multiples they attract.**

Looking at similar consumer-facing platform companies like Just Eat and Airbnb, we believe that a valuation of 20x EBITDA is realistic given the returns and scalability of the business model.

On our year to Jul 2020 EBITDA projection of £2.3m this would give a valuation of £46m.

A close-up photograph of a brown and white dog, possibly a pit bull mix, looking directly at the camera. The dog has large, dark, floppy ears and a white chest and paws. It is wearing a black collar with a silver buckle and a black leash with a silver clip. The background is a blurred outdoor setting with trees and a concrete surface. Overlaid on the image is the text "- Getting off the lead -" in a white, cursive font.

- Getting off the lead -

REWARDS

Rewards with monetary value over £1000 can affect the amount of EIS you may be able to claim.

Please obtain independent tax advice if there is any concern as Seedrs does not provide legal or tax advice.

- **INVEST £10**

You will be featured on the PurrfectlyYappy shareholder online wall.

- **INVEST £500 (20 available)**

Bronze Supplier: Entitles you to £50 rebate on all your PurrfectlyYappy commissions. We'll also feature you and your fantastic products in our online magazine to help you drive sales.

- **INVEST £510 (100 available)**

Bronze Customer: Entitles you to 5% off all your non-food and 2.5% off all your food PurrfectlyYappy shopping for 3 months and a PurrfectlyYappy key ring.

- **INVEST £1,000 (15 available)**

Silver Supplier: Entitles you to £150 rebate on all your PurrfectlyYappy commissions. We'll also feature you and your fantastic products in our online magazine to help you drive sales. Last but by no means least we'll invite you to our 1st annual supplier dinner later next year.

- **INVEST £1,500 (50 available)**

Silver Customer: Entitles you to 10% off all your non food and 2.5% off all your food PurrfectlyYappy shopping for 3 months, a PurrfectlyYappy key ring and 2 delightful packs of cat or dog treats.

- **INVEST £2,500 (10 available)**

Gold Supplier: Entitles you to £250 rebate on your PurrfectlyYappy commissions You'll also be a featured supplier, we'll also feature you and your fantastic products in our online magazine to help you drive sales and promote you in our newsletter and home page carousel. Last but by no means least we'll invite you to our 1st annual supplier dinner later this year.

- **INVEST £3,000 (25 available)**

Gold Customer: Entitles you to 10% off all your non food and 2.5% off all your food, plus PurrfectlyYappy shopping for 6 months. A PurrfectlyYappy key ring, 2 packs of delightful dog or cat treats and access to a personal shopper who'll help you with a shopping trip of your choice.

TAX RELIEF

PurrfectlyYappy has submitted its plans to raise money, details of its structure and trade etc. to HMRC and has been given advance assurance that the proposed share issue is likely to qualify for Enterprise Investment Scheme (EIS) tax reliefs relating to their shares.

Tax relief is available to individuals only, who subscribe for shares in an Enterprise Investment Scheme (EIS). Relief is at 30 per cent of the cost of the shares, to be set against the individual's Income Tax liability for the tax year in which the investment was made.

If you sell, give away, exchange or otherwise dispose of shares, tax reliefs can reduce your Capital Gains Tax bill. Your shares must meet certain conditions to qualify for these reliefs.

Please visit the HMRC website for further information on EIS tax relief

The availability of any tax relief, including EIS and SEIS, depends on the individual circumstances of each investors, and may be subject to change in the future. If you are in any doubt about the availability of any tax reliefs, or the tax treatment of your investment, you should obtain independent tax advice before proceeding with your investment.





- Invest in something great -